

WHAT IS CLAIMED IS:

- 1 1. A method of determining product demand using a data processing
2 system and collected network session data from at least one product selection network
3 site, the method comprising:
4 developing a set of master session profiles, wherein the master session profiles
5 include product demand indicators;
6 processing at least a subset of user session data to evaluate the user session
7 data using the master session profiles; and
8 determining product demand from the evaluations.
- 1 2. The method of claim 1 wherein the product demand includes
2 information regarding the demand of one or more features of a product.
- 1 3. The method of claim 1 wherein the product demand indicators include
2 values of data types.
- 1 4. The method of claim 1 wherein developing a set of master session
2 profiles comprises:
3 developing a set of master session profiles from recorded data associated with
4 users who either submitted a product lead or purchased a product.
- 1 5. The method of claim 1 wherein developing a set of master session
2 profiles comprises:
3 collecting network session data from a plurality of user sessions conducted
4 with the network site(s);
5 matching at least a subset of each set of collected user network session data
6 with one or more factors indicating a product demand authenticity; and
7 assigning an indicator reflecting the product demand authenticity of each user
8 session of the master session profiles.

1 6. The method of claim 5 wherein at least one of the factors indicating
2 product demand authenticity is a propensity of the user to actually purchase a product
3 offered by the network site accessed by the user.

1 7. The method of claim 5 wherein the indicator is a relative scoring
2 reflecting that relates product demand authenticity between user sessions.

1 8. The method of claim 5 wherein evaluating user session data using the
2 master session profiles comprises:
3 matching at least a subset of the product demand indicators present in a user
4 session with product demand indicators in the master session profiles.

1 9. The method of claim 8 further comprising:
2 assigning an indicator reflecting the product demand authenticity of each user
3 session that is matched with the master session profiles.

1 10. The method of claim 1 wherein determining product demand from the
2 evaluations comprises:
3 associating product demand evaluations with specific products;
4 weighting evaluations in accordance with a product demand authenticity
5 indicator; and
6 comparing the weighted evaluations of users sessions selecting a particular
7 product against a total set of weighted evaluations of user sessions.

1 11. The method of claim 1 wherein the user session data includes data
2 types associated with each users navigation of the network site during configuration
3 of a product.

1 12. The method of claim 1 wherein evaluating user session data using the
2 master session profiles comprises:
3 processing the user session data in accordance with a decision tree using data
4 from the master session profiles as decision criteria.

1 13. The method of claim 1 wherein determining product demand from the
2 evaluations comprises determining product demand in accordance with:

$$3 \qquad PD_j = \frac{\sum_{i=0}^n k_{ji}}{\sum_{i=0}^m k_i} \times 100\% \qquad j \in N$$

4 where:

5 *j* represents a specific product,

6 PD_{*j*} represents the product demand information for product *j*,

7 *n* = total number of user sessions selecting product *j*,

8 *k* = user session scores,

9 *k_j* = user session scores for product *j*; and

10 *m* = total number of user sessions for all products.

11 *N* = total number of products.

1 14. A method of determining product demand using a data processing
2 system and collected network session data from at least one product selection network
3 site, the method comprising:

4 processing at least a subset of collected user session data to evaluate

5 characteristics of the user session data against product demand

6 characteristics derived from a set of master session profiles, wherein

7 the master session profiles include product demand indicators; and

8 determining product demand from the evaluations.

1 15. The method of claim 14 wherein the product demand includes
2 information regarding the demand of one or more features of a product.

1 16. The method of claim 14 wherein the product demand indicators
2 include values of data types.

1 17. The method of claim 14 wherein developing a set of master session
2 profiles comprises:
3 developing a set of master session profiles from recorded data associated with
4 users who either submitted a product lead or purchased a product.

1 18. The method of claim 14 further comprising: wherein developing a set
2 of master session profiles comprises:
3 developing the set of master session profiles, wherein developing a set of
4 master session profiles comprises:
5 collecting network session data from a plurality of user sessions
6 conducted with the network site(s);
7 matching at least a subset of each set of collected user network session
8 data with one or more factors indicating a product demand
9 authenticity; and
10 assigning an indicator reflecting the product demand authenticity of
11 each user session of the master session profiles.

1 19. The method of claim 18 wherein at least one of the factors indicating
2 product demand authenticity is a propensity of the user to actually purchase a product
3 offered by the network site accessed by the user.

1 20. The method of claim 18 wherein the indicator is a relative scoring
2 reflecting that relates product demand authenticity between user sessions.

1 21. The method of claim 18 wherein evaluating user session data using the
2 master session profiles comprises:
3 matching at least a subset of the product demand indicators present in a user
4 session with product demand indicators in the master session profiles.

1 22. The method of claim 21 further comprising:
2 assigning an indicator reflecting the product demand authenticity of each user
3 session that is matched with the master session profiles.

1 23. The method of claim 14 wherein determining product demand from the
2 evaluations comprises:
3 associating product demand evaluations with specific products;
4 weighting evaluations in accordance with a product demand authenticity
5 indicator; and
6 comparing the weighted evaluations of users sessions selecting a particular
7 product against a total set of weighted evaluations of user sessions.

1 24. The method of claim 14 wherein the user session data includes data
2 types associated with each users navigation of the network site during configuration
3 of a product.

1 25. The method of claim 14 wherein evaluating user session data using the
2 master session profiles comprises:
3 processing the user session data in accordance with a decision tree using data
4 from the master session profiles as decision criteria.

1 26. A method of determining product demand using an electronic data
2 processing system, the method comprising:
3 collecting data from multiple user sessions with a world wide web ("Web")
4 site, wherein the user sessions involve selecting a product marketed by
5 the Web site and the collected data includes user navigation data
6 related to selection of a product selection and Web page data as
7 provided to the user;
8 developing a product demand master profile set from the collected data;
9 collecting a second set of user session data; and
10 matching the second set of user session with the master profile set to
11 determine product demand.

1 27. The method of claim 26 wherein matching the second set of user
2 sessions with the master profile set comprises matching values of data types collected
3 from each of the second set of user sessions with a master profile from the master
4 profile set using a decision tree.

1 28. The method of claim 26 wherein the product demand includes
2 information regarding the demand of one or more features of a product.

1 29. A system for determining product demand using a data processing
2 system and collected network session data from at least one product selection network
3 site, the system comprising:

4 master session profile generation system to develop a set of master session
5 profiles, wherein the master session profiles include product demand
6 indicators; and

7 a processing engine to process at least a subset of user session data to evaluate
8 the user session data using the master session profiles and determine
9 product demand from the evaluations.

1 30. The system of claim 29 further comprising:
2 a session recording system to collect network session data from at least one
3 product selection network site.

1 31. The system of claim 29 wherein the processing engine determines
2 product demand in accordance with:

$$3 \quad PD_j = \frac{\sum_{i=0}^n k_{ji}}{\sum_{i=0}^m k_i} \times 100\% \quad j \in N$$

4 where:

5 *j* represents a specific product,

6 PD_{*j*} represents the product demand information for product *j*,

7 n = total number of user sessions selecting product j ,
 8 k = user session scores,
 9 k_j = user session scores for product j ; and
 10 m = total number of user sessions for all products.
 11 N = total number of products.

1 32. The system of claim 29 wherein the product demand includes
 2 information regarding the demand of one or more features of a product.

1 33. The system of claim 29 wherein the product demand indicators include
 2 values of data types.

1 34. The system of claim 29 wherein the master session profiles are
 2 developed from a set of master session profiles from recorded data associated with
 3 users who either submitted a product lead or purchased a product.

1 35. The system of claim 29 wherein the network session data includes data
 2 from a plurality of user sessions conducted with the network site(s) and to determine
 3 product demand from the evaluations the processing engine matches at least a subset
 4 of each set of collected user network session data with one or more factors indicating
 5 a product demand authenticity and assigns an indicator reflecting the product demand
 6 authenticity of each user session of the master session profiles.

1 36. The system of claim 35 wherein at least one of the factors indicating
 2 product demand authenticity is a propensity of the user to actually purchase a product
 3 offered by the network site accessed by the user.

1 37. The system of claim 35 wherein the indicator is a relative scoring
 2 reflecting that relates product demand authenticity between user sessions.

1 38. The system of claim 35 wherein to determine product demand from the
 2 evaluations the processing engine further matches at least a subset of the product
 3 demand indicators present in a user session with product demand indicators in the
 4 master session profiles.

1 39. The system of claim 38 wherein the processing engine assigns an
2 indicator reflecting the product demand authenticity of each user session that is
3 matched with the master session profiles.

1 40. The system of claim 29 to determine product demand from the
2 evaluations the processing engine associates product demand evaluations with
3 specific products, weights evaluations in accordance with a product demand
4 authenticity indicator, and compares the weighted evaluations of users sessions
5 selecting a particular product against a total set of weighted evaluations of user
6 sessions.

1 41. The system of claim 29 wherein the user session data includes data
2 types associated with each users navigation of the network site during configuration
3 of a product.

1 42. The system of claim 29 to evaluate user session data using the master
2 session profiles, the processing engine processes the user session data in accordance
3 with a decision tree using data from the master session profiles as decision criteria.

1 43. A computer program product comprising instructions encoded thereon
2 to determine product demand using a data processing system and collected network
3 session data from at least one product selection network site, the instructions are
4 executable by a processor to:

5 develop a set of master session profiles, wherein the master session profiles
6 include product demand indicators;
7 process at least a subset of user session data to evaluate the user session data
8 using the master session profiles; and
9 determine product demand from the evaluations.

- 1 44. A system to determine product demand using a data processing system
- 2 and collected network session data from at least one product selection network site,
- 3 the system comprising:
- 4 means for developing a set of master session profiles, wherein the master
- 5 session profiles include product demand indicators;
- 6 means for processing at least a subset of user session data to evaluate the user
- 7 session data using the master session profiles; and
- 8 means for determining product demand from the evaluations.